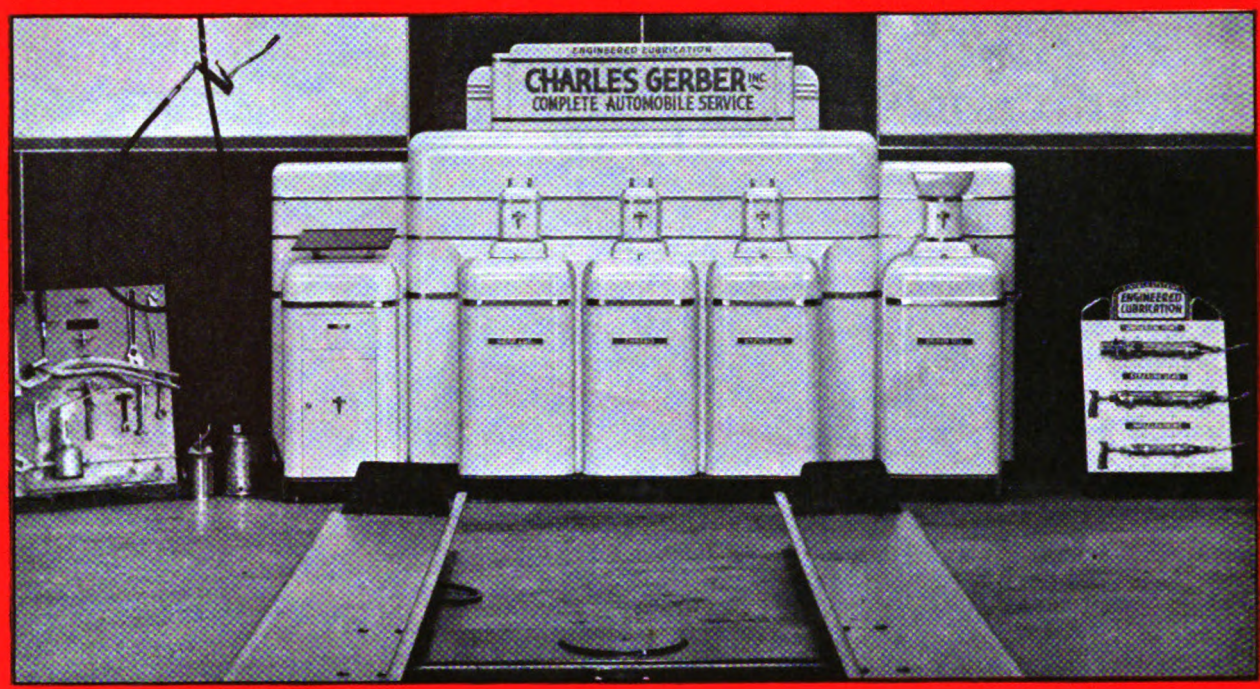
Profits Roll In as Grease Jobs Roll Out



Amazing Increases In Business Follow Installation of New LINCOLN LUBRICATING EQUIPMENT

. . . Why not equip to get YOUR share of big easy profits?

Don't envy the other fellow. Instead, *modernize* YOUR lubrication department.

Lincoln manufactures a complete line of modern equipment, and you will find it easy to make a selection suited to your needs. All Lincoln units embody the very latest developments in utility of design and beauty of style. For example, consider the Lincoln Cabinet Type Wall Battery (shown above). Designed for installation against the wall, the battery, because of its attractive appearance, instantly arouses customer interest—and the efficiency of the equipment wins customer satisfaction . . . For details on the complete line—get in touch with your nearest Lincoln jobber, or write us for Catalog No. 52.

"It's better to buy LINCOLN than to wish you had"

LINCOLN WALL BATTERY HAS THESE FEATURES:

- All steel construction, with lubricant cabinets integral and harmonious with the background.
- Chassis and two gear lubricants dispensed directly from original 100 lb. drums.
- Showmanship to the nth degree. Beautifully styled and finished in glistening white enamel with chrome trim.
- Cleanliness assured by smooth easy-to-clean surfaces, and concealed lubricant drums.
- Fast, efficient operation guaranteed by the dispensing equipment—the famous Lincoln Lubriguns.
- Drums easy to change by removing front panels of cabinets.

LINCOLN ENGINEERING COMPANY

Pioneer Builders of Engineered Lubricating Equipment

ST. LOUIS, MO., U. S. A.

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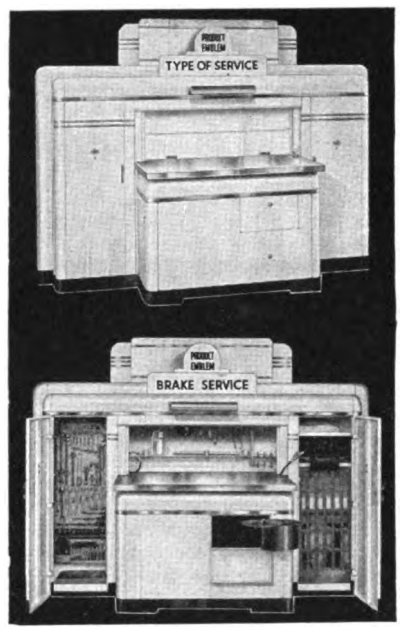
Lincoln Merchandisers

A combination of utility and showmanship is attained in the new Lincoln Merchandisers now available for departmentalizing service operations by the Lincoln Engineering Co., 5701 Natural Bridge Ave., St. Louis, Mo. The merchandiser is made of heavy gage steel with a steel built-in work bench in the center. On the left is a tool cabinet and on the right a compartment for coveralls, wiping rags,



creeper and car standards. There is a Lincoln Merchandiser for lubrication service, for brake service, for carburetor and fuel pump service, for engine service, valves, transmissions, rear axles, steering work, shock absorbers, headlight service, and many others. They are finished in baked white enamel trimmed in stainless steel. The base is glossy black, and the top of the work bench is finished in red.

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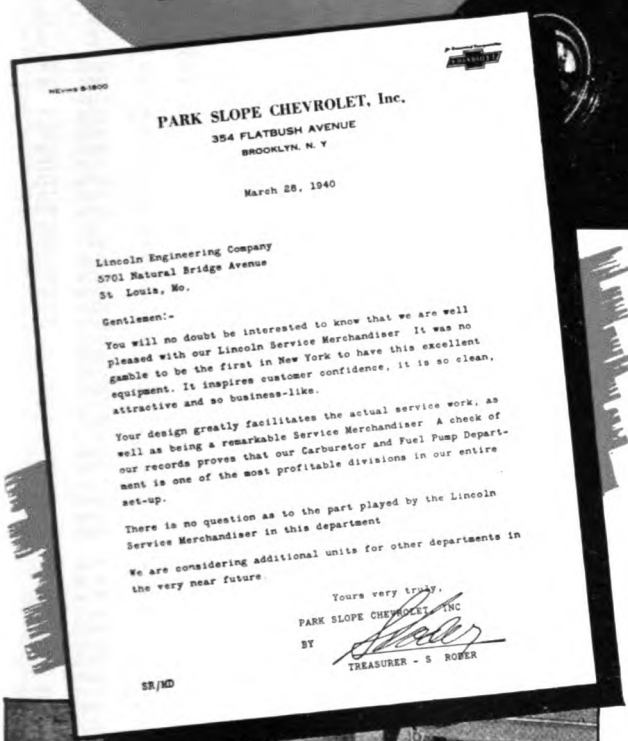
"IT WAS NO GAMBLE TO BE THE FIRST"



PARK SLOPE CHEVROLET, Inc.
354 FLATBUSH AVENUE
BROOKLYN, N. Y

March 28, 1940

Lincoln Engineering Company
5701 Natural Bridge Avenue
St Louis, Mo.

Gentlemen:-

You will no doubt be interested to know that we are well pleased with our Lincoln Service Merchandiser It was no gamble to be the first in New York to have this excellent equipment. It inspires customer confidence, it is so clean, attractive and so business-like.

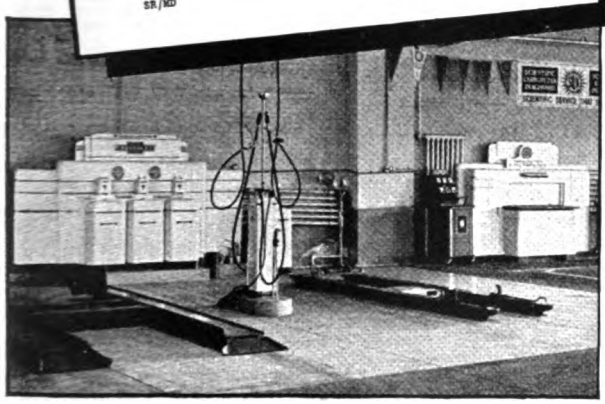
Your design greatly facilitates the actual service work, as well as being a remarkable Service Merchandiser A check of our records proves that our Carburetor and Fuel Pump Department is one of the most profitable divisions in our entire set-up.

There is no question as to the part played by the Lincoln Service Merchandiser in this department

We are considering additional units for other departments in the very near future

Yours very truly,
PARK SLOPE CHEVROLET, INC
BY
TREASURER - S ROBER

SR/MD



In addition to installing a Lincoln Service Merchandiser, Park Slope Chevrolet, Inc. also installed a new Lincoln Wall Battery, as shown above. This ultra-modern lubricating equipment instantly arouses customer interest, and the efficiency of the equipment wins customer satisfaction.

LINCOLN

SERVICE MERCHANDISER

inspires customer confidence, it is so clean, attractive and so business-like

. . . writes Park Slope Chevrolet, Inc., Brooklyn, N. Y.

Mr. S. Roder of Park Slope Chevrolet, Inc., Brooklyn, N.Y., was 100% right when he wrote "You will no doubt be interested to know that we are well pleased with our Lincoln Service Merchandiser. *It was no gamble to be the first* in New York to have this excellent equipment . . . The design greatly facilitates the actual service work, as well as being a remarkable Service Merchandiser."

Investigate, and you will quickly recognize how Lincoln Service Merchandisers put eye-appeal into the merchandising of departmentalized service. There is one of these Merchandisers to feature your brake service, one for carburetor and fuel pump service, for engine, for transmission, for rear axel, for steering, for shock absorbers, for lighting—and many others . . . The Lincoln Service Merchandiser (Design Patent No. 119063) is made of heavy gauge steel, and has the following features:

- All-steel Built-in Bench
- Specialized Tool Compartment
- General Tool Compartment
- Specialized Service Sign
- **Modernistic Chrome Bench Light**
- Utility Compartment
- Parts Washer
- Blow Gun
- **Electrical Outlet**

You can start with one or more Service Merchandisers, and add units as your business grows.

For details and prices—consult your Lincoln jobber or write us

LINCOLN ENGINEERING COMPANY

Pioneer Builders of Engineered Lubricating Equipment

ST. LOUIS, MO., U. S. A.

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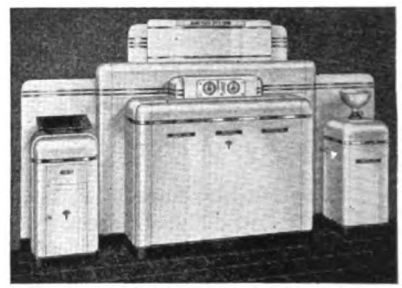
Lubrication Equipment

Arranging lubricating equipment in an attractive unit forming a battery that adds eye appeal to your lubrication department is possible with the new Lincoln Standard Wall Batteries. Available in two basic models, they are the latest additions to the complete line of modern lubricating equipment manufactured by the Lincoln Engineering Co., 5701 Natural Bridge Ave., St. Louis, Mo. All pumping units, original 100-lb. drums and pipe



connections are fully concealed within the cabinet. Of the two models available, one provides for dispensing one chassis and two gear lubricants, and the other provides for one chassis and one gear lubricant. Both models are alike in outward appearance and dimensions, and are supplied with or without gear lubricant meters.

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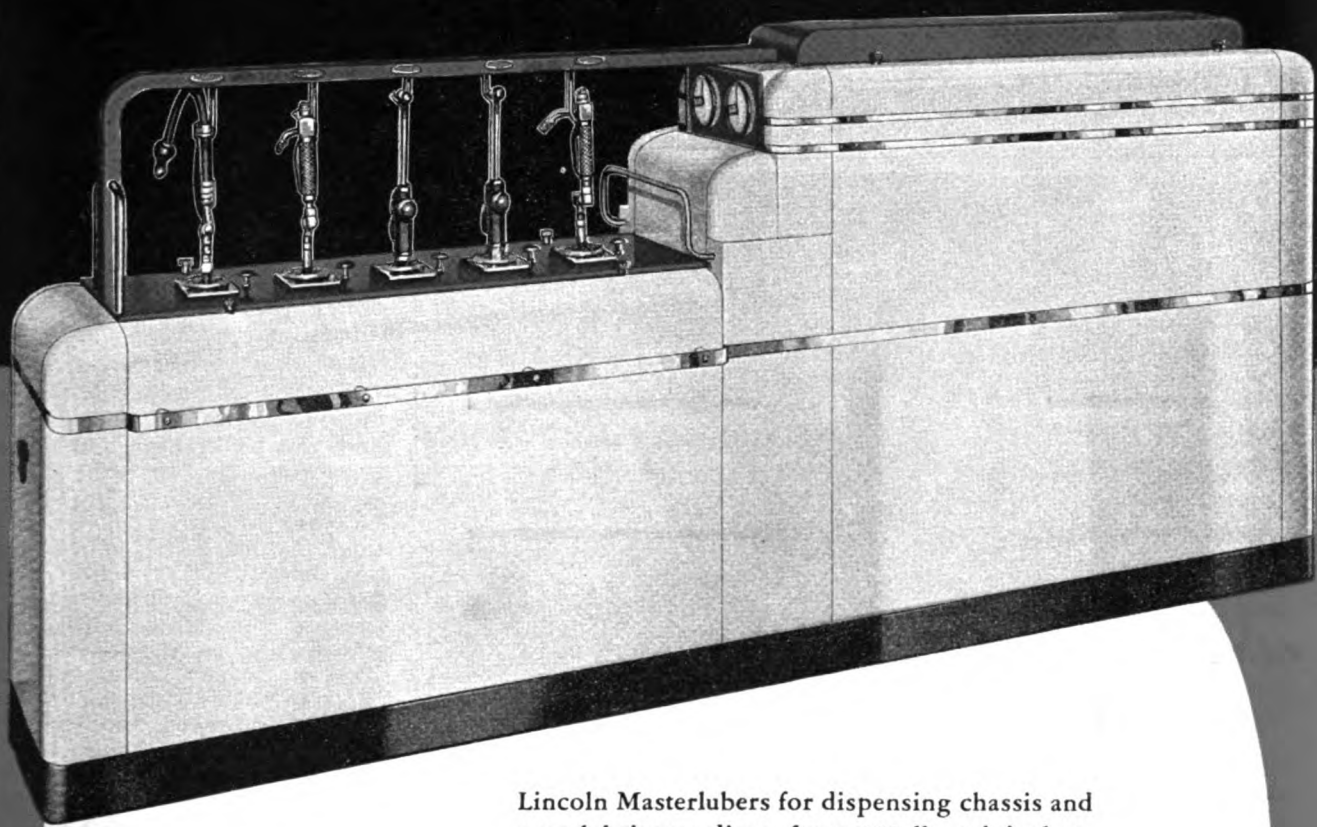
LINCOLN
MASTERLUBER



Lincoln Masterlubers for dispensing chassis and gear lubricants direct from 100-lb. original refinery drums, present a striking combination of utility, showmanship and compactness, and are especially designed for installation between two lifts or alongside of one lift. The higher portion of the cabinet houses the air-motor-operated Lubriguns as well as the refinery drums. The lower portion houses two chassis and two gear lubricant delivery hoses and one air hose. At purchaser's option Masterlubers may be equipped with either a Lubreel or Lubwell for retracting the hoses.

GET COMPLETE INFORMATION *Today*

1ST LINCOLN LEADS in quality and value

LINCOLN ENGINEERING COMPANY

Pioneer Builders of Engineered Lubricating Equipment

ST. LOUIS, MO., U. S. A.

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